

PARTICIPATION IN CONFERENCE/ SEMINARS

Sr. no.	Nature of Participations	Sponsorship	Year	Duration	Remarks
1.	Customers' Satisfaction Measurement (CSM) of Using Credit Card	Nirma International Conference (NICOM-2002), on a theme - Competitiveness of Indian Industry: Challenges Ahead held at Nirma Institute of Management, Ahmedabad	2002	January 3- 6	Paper accepted for presentation and an Abstract was published
2.	Customized E-Experience: A Key To Electronic Marketing	4 th International Conference on Management and Technology Vision 2020 jointly organised by Group of Reputed Management and IT Institution at New Delhi.	2003	January 8-9	Paper accepted for presentation and an Abstract and
3.	Market Performance Analysis and Measurement of Patients' Satisfaction in Healthcare	Nirma International Conference (NICOM-2003), on a theme Strategic Marketing in the Global Economy held at Nirma Institute of Management, Ahmedabad.	2003	January 2-4	Full Paper was published
4.	-	Nirma International Conference on Managing Trade, Technology And Environment organised by Nirma Institute of Management at Ahmedabad.	2004	January 2-4	Attended the Conference
5.	Customizing eCRM Strategy In eMarketing	5 th International Conference on "Learning Beyond Borders in WTO Regime" to be jointly organized by Group of Reputed Management and IT Institutions at New Delhi.	2004	January 7-9	Paper accepted for presentation
6.	A Study on Lifestyle (AIOs) of Urban Vs Rural Non-Working Housewives	Sixth National Conference on Enhancing Performance: Agenda for Growth relating to the theme of "Socio-Culture shift and Consumer Behaviour organized by Prestige Institute of Management and Research, Indore	2004	January 30-31	Paper accepted for presentation and An Abstract was published

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Sr. no.	Nature of Participations (As A Paper Reader)	Sponsorship	Year	Duration	Remarks
7.	An Empirical Study On Uses And Responses On ITES Services In Higher Education	One day National Seminar on Adapting Marketing To The e-Economy: Issues, Opportunities and Challenges” organised by PG Department of Business Studies, Sardar Patel University, Vallabh Vidyanagar (Guj.).	2004	March 27	Paper accepted for presentation An abstract was published
8.	Adverse Socio-Economic Implications of IT on Consumers and World Economy: Emerging Issues and Challenges	The UGC-SAP National Seminar on “Consumer Movement in India: Strategies for Peoples’ Involvement” organised by MBA Programme (GH Patel Institute of Business Mgt.), Sardar Patel University, Vallabh Vidyanagar, Gujarat	2004	August 20-21	Paper accepted for presentation
9.	Reviewing Achievements of Indian Economy in 2004: Emerging Issues & Challenges Beyond 2005	57 th AIC Conference organized by Shri Devi Ahilya Viswavidyalaya MKHS Gujarathi Girls College, INDORE.	2004	December 26-28	Accepted for presentation
10.	-	Seminar on “Impact of Technology on Business: Issues, Opportunities & Challenges	2007	January	As a Participant
11.	-	Seminar on “SWARNIM GUJARAT – 2010”	2008	October	As a Participated
12.	Understanding Biometrics: Learning to live with	National conference on “Technology Driven Society”, organized by Shrimad Rajchandra Institute of Management and Computer Application & CSI, Surat Chapter, Maliba Campus, Gopal Vidyanagar.	2011	February, 11-12	Paper accepted for presentation and presented

RESEARCH PUBLICATION

Sr. no.	Title of the Research Paper/ An Article	Name of the Journal/ Business News Paper in which published	Year of Publication
1.	Impact of E-Commerce and Internet on Marketing Curriculum	University News, New Delhi. A Weekly Journal of Higher Education	February 19, 2001. Vol. 39, No. 8. PP. 9-11.
2.	Customized E-Experience: A Key To Electronic Marketing	"PRANJANA" The Journal of Management Awareness, Integrated Academy of Management and Technology, Ghaziabad, UP	July-December 2002 Vol. 5 No. 2 PP.29-39
3.	Market Performance Analysis and Measurement of Patients' Satisfaction in Healthcare	Edited Book by Manoj Kumar and Prashant Mishra entitled, "Strategic Marketing in the Global Economy", Nirma Institute of Management, Ahmedabad. Excel Book Publication	January 2003 PP. 273-288
4.	Towards E-Marketing: Fancies Or Follies?	JIMS, 8M-Strategic Consulting Group, The Management Journal, New Delhi- 110 019.	July-September 2003; Vol. 8, No.3; P.35-40
5.	Consumers' Satisfaction Measurement (CSM) In Using Credit Card	Edited Book by Pramod Verma and T R Bishnoi entitled, "Competitiveness of Indian Industry", Nirma Institute of Management, Ahmedabad. Wisdom Publications.	August 2004 PP. 205-218
6.	Customising e-CRM Strategies in e-Marketing	Delhi Business Review: An International Journal of Society for Human Transformation and Research, Delhi.	July-December 2004 Vol. 5, No. 2. PP. 67-79
7.	Understanding Biometrics: Learning to live with	National conference on "Technology Driven Society", organized by Shrimad Rajchandra Institute of Management and Computer Application & CSI, Surat Chapter, Maliba Campus, Gopal Vidyanagar.	February, 11-12, 2011, Published in the conference proceedings.

PARTICIPATION IN WORKSHOPS

Sr. No.	Name	Date	Place
1.	“Applied Econometrics & Time Series Analysis”, organised by Shrimad Rajchandra Institute of Management & Computer Application jointly with Department of Research Methodology and Interdisciplinary Studies in Social Science	14th -18th December 2007	Gopal Vidyanagar, Tarsadi
2.	“Innovative Teaching Methodology” , Shrimad Rajchandra Institute of Management & Computer Application	11th -15th June 2008	Gopal Vidyanagar, Tarsadi
3.	“Innovation in Education” Two Day workshop, Shrimad Rajchandra Institute of Management & Computer Application	September, 25-26, 2010	Gopal Vidyanagar, Tarsadi

Research Experience

Principal Investigator	Title of the Major Research Project	From	To	Total Period
Prof. Parimal H. Vyas	An Empirical Study on Impact of Electronic Marketing and Profiling of Internet Shoppers in India', sponsored and financed by UGC, New Delhi.	1 st April 2002	20 th March 2005	2 years and 11 months
Prof. Parimal H. Vyas	"An In-depth Study of Customer-Orientation and Financial implications of Consumer Financing in India" sponsored and financed by UGC, New Delhi.	7 th Dec. 1998	30 th Sept. 2001	2 years and 10 months

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